



The Dominance of Facebook: Unveiling the Impact on the Lives and Privacy of Users

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ABSTRACT

Social networks today are part of everyday life, Facebook is the main one that exists in the world with approximately 3 million users, it is also the network that is used most frequently for interpersonal communication, entertainment, interaction between groups and share visual and auditory content, where each person with an account within this social network can share what they like or even share information about their day-to-day lives. As the popularity of said social network, launched in February 2004, increased, the problems with stopping inappropriate content and comments, even the harassment that some users receive, increased. This article shows the fundamental role that Facebook plays in the lives of its users, how privacy policies are ignored and how content that comes to be considered offensive can affect consumers. This article shows the fundamental role played by the social network and how privacy policies are ignored. In this work in which n = 73 participated, of which 70% were women and 28% men. There was the participation of 22 educational institutions in Mexico.

Keywords: Facebook, social network, communication, privacy, bullying.

1. Introduction

Social networks are structures made up of groups of people, which are connected by one or several types of relationships, such as friendship, kinship, common interests or sharing knowledge. Among these social networks is Facebook which is the main social network that exists in the world. A network of virtual links, whose main objective is to provide support to produce and share content. Facebook arrived to expand the possibilities of social relations and caused a sensitive revolution in the world of communications.

In this social network, communities of people can be built online, in which they can share activities or personal interests, it allows us to explore the activities of others; it also allows you to exchange short messages, photos, videos; It allows you to make comments on each of the additions that we have to our account. We can also update all our information by placing it on our wall, we can update our "status" in real time and post news instantly.

Facebook is the social network with the most users in the world. They are close to 3 million and you can meet people you know, participate in interest groups, share content, send and receive messages, make contacts, search, find a partner, advertise, generate web pages and sell and buy products.

Among the social networks, it is the one that users prefer, for example, Facebook has 94.4% acceptance, TikTok has 70% and Instagram 79.1% (xx). Currently, it is the third most accessed website in the world. Thanks to its success and great adherence, it is considered the network that directly influences politics, culture and the public opinion of users.

Its level of popularity continues to grow as new markets and users make their first contact with social platforms. However, problems can also arise since the digital world acts as a network in which hackers, cybercriminals or data traffickers try to impose their law at the expense of user malpractices.

Therefore, it is necessary to protect yourself and take a series of measures that deprive us of suffering emotional, social and financial consequences. The Internet is democratized, that is, everyone can use it, but it can have a double purpose, that is, it can be used with good and bad intentions. And, therefore, everyone without exception can end up exposed to the dangers of this social network.

Therefore, in this article we collect information on the main current uses and dangers in the world that can occur in this social network and how we can avoid falling into some traps. This work was carried out by a group of students from the Meritorious Autonomous University of Puebla (BUAP) Teziutlan Campus, Puebla, carried out within the subject of Anthropological Methods by Dr. Fabio Morandín in the Community General Medicine Degree.

2. Literature Review

Since ancient times, human beings have sought ways to share and communicate their interests, this is how social networks are born from technological means, which, as Ureña 2011 says, are "environments whose purpose is to allow users to interact, communicate, share content and create communities" (p.11).

Currently there are various social networks that over time have improved the quality of content and increased the number of people who enter these media, Facebook is one of them, Ryan et al. (2014) explain that the network created by Mark Zuckerberg, a Harvard student, in February 2004, was initially used for communication between students within the University and two years later began to expand to the general public, now being the network The most visited social network worldwide, allowing external developments and increasing applications, establishing a model that has been adopted by most other networks.

Facebook mainly offers the following services:

1. Provide a personalized experience. Each user enjoys a different experience based on her preferences.
2. Communication between people and organizations of interest. Facebook helps you find and connect with people, groups, businesses, organizations, and others.
3. Provides tools to express and talk about topics of interest. You can share status updates, photos, video, and stories, send messages, or make voice or video calls.
4. Promotes the safety, security and integrity of its services; combat harmful behavior and protect users.
5. Guarantees access to its services.

Franz, DJ, Marsh, HE, Chen, JS, and Teo, AR (2019) say that since much of Facebook user activity consists of creating (and commenting on) written posts, the potential use of text data for research is enormous, the problem can arise when inappropriate content begins to appear that threatens the integrity and security of users.

Privacy Policy

This section explains an aspect little known to many users: Facebook's privacy policies, which explains how information is collected, used, shared, retained, and transferred. It even informs about the rights of each person with access to this social network. So what information does Facebook collect? This depends on the activity that you have within the social network, that is to say that you will not have the same information from a user who sells in the Marketplace to one who only shares publications of interest, since it collects the activity and information that the user you provide as posts, comments, or audio, content you view or interact with and how each person does, the hashtags you use, the time, frequency, and duration of in-app activity, friends, followers and other connections; Browser and device information such as device software features, identifiers that differentiate each device logged into Facebook. The information that the user provides, such as age, gender, information on the way in which each user interacts with the different advertisements that are shown to them; information from partners, suppliers and other third parties.

As extremely important information, the privacy policy has the option to prevent certain data from being shared from the configuration, thus avoiding the possible filtering of these.

Atilano (2023) tells us that in 2021 it was revealed that 1.5 billion personal data of Facebook users were illegally leaked and sold, including names, addresses and emails. This scandal had no legal consequences, nothing happened. There are no responsible parties or sanctions for the platforms that commercialize data and personal information (DAAS). In exchange, there is a false idea of freedom, immediacy, connectivity, well-being and the future, the platforms extract what users do, what they say and what they want.

Added to this are hundreds of problems such as harassment, censorship, misinformation, and the biases of algorithms that promote and reinforce discrimination against women or historically vulnerable groups, to name a few examples. In Mexico, a study carried out in February 2022 by the Women's Institute showed that almost half of girls between the ages of 16 and 24 have felt, at some time, offended, humiliated, intimidated, harassed and/or attacked on social networks. where the majority of the messages of the aggressors in 56.2% are of a sexual nature, 53% are of disclosure of sexually explicit photographs without the prior consent of the victim.

This means that the lack of reading in the privacy policies leads us to the abuse that Facebook can commit with the information of each of its users, so who is to blame? The social network for sharing the information without the consent or of the users themselves for not reading the privacy policies (xx).

It is for this reason that we wanted to know what was the opinion and experience of users from Mexico.

3. Methods

In the approach of our theme we focus on social networks, since at present it has generated a great impact on our society in the Mexican province, the increase in users, the various conflictive situations that it causes and the risks to the moral integrity of the users. users, therefore we start by knowing the use of Facebook in the population, especially students (58.1% of the sample).

After that, the general and specific objectives were established, as well as the drafting of questions to form the survey, having a total of 24 questions, which 22 were multiple choice and 2 open. A pilot test was carried out to ensure its effectiveness and understanding of it.

To carry out its application, the general population was considered: children under 18 to over 60 years of age. The most feasible means for its application was Google Forms, the link was shared by the team members through WhatsApp groups and contacts.

We obtained 73 answered surveys from the participants, coming from different parts of Mexico such as the state of Puebla, Veracruz and Coahuila.

4. Results

As said before, Facebook is the main social network that exists in the world. It is an online social networking and media service. It came to expand the possibilities of social relations and likewise promote a sensitive revolution in the world of communications. At present, it has a great impact on our society in which it intervenes in different areas: political, social, economic, educational, among others.

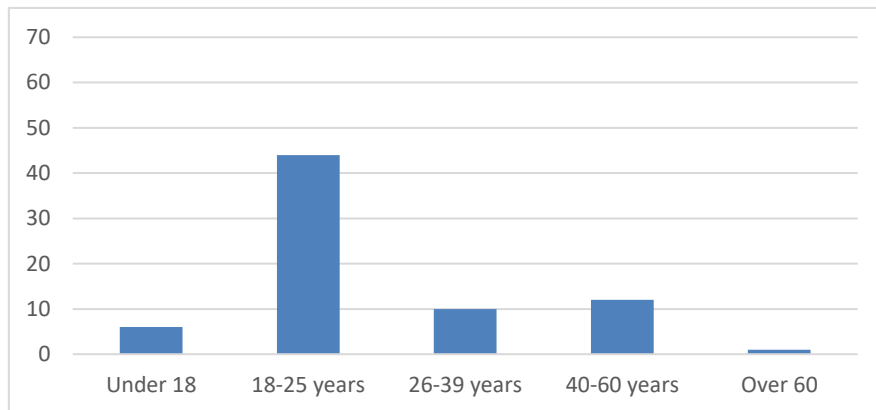
For this reason, the present investigation was carried out, in order to know the opinion of our society, from their experience and perception of the use of this social network. Identifying the strengths and possible problems they have faced.

Next, the statistical figures of the survey are presented, represented in bar graphs and the main conclusions obtained are analyzed.

Based on the statistics obtained in the applied survey, the following is observed:

Figure 1

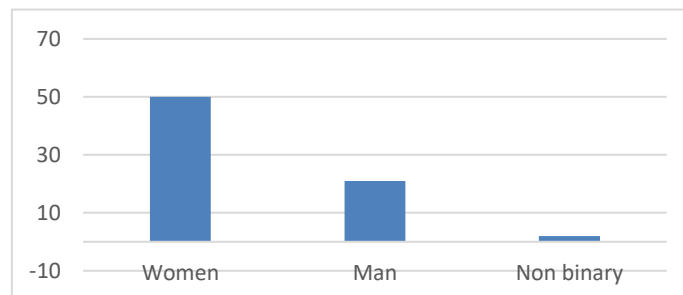
Age



Note: The graphic represents the number of ages corresponding to the participation of total participants $n=73$. In which minors under 18 years of age were counted $n=6$ represents 8.21% of the total, 18-25 years $n=44$, represents 60.27%, 26-39 years $n=10$, represents 13.69%, 40-60 years $n=12$, represents 16.43% and over 60 $n=1$ represents 1.36%.

Figure 2

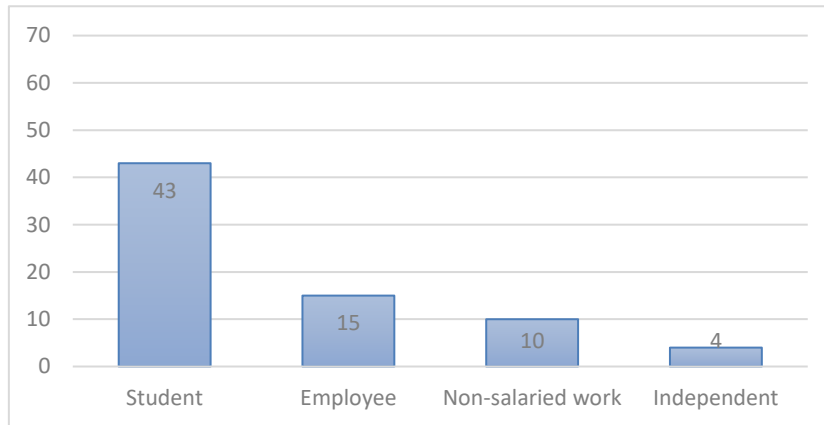
Gender of the participants



According to the data obtained on the gender of the total participants, 50 correspond to women, and represent 69.49%, being the highest percentage. 21 men, represents 28.76% and 2 non-binary represents 2.7%.

Figure 3

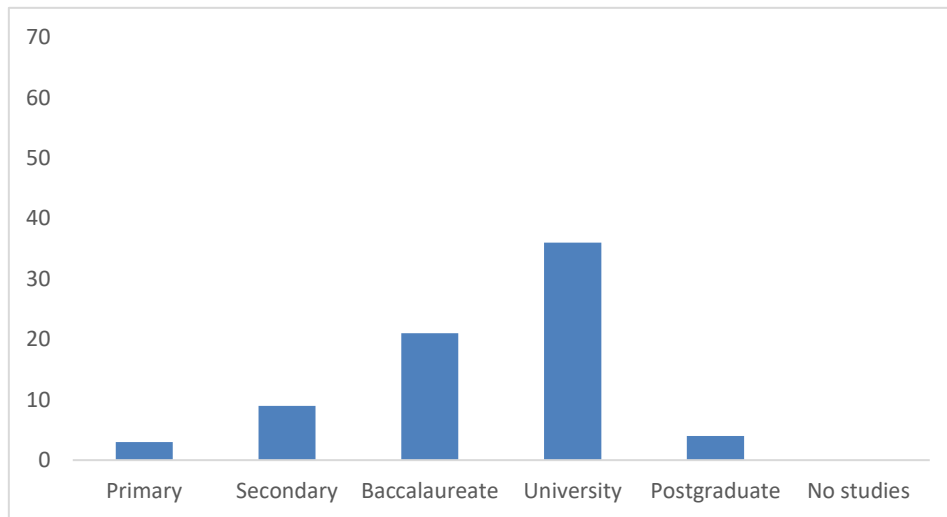
Occupation



This graph represents the occupation of the total number of participants, where we identified that 58.90% are students, 20.54% correspond to employees, 13.69% non-salaried work (housewife) and 5.47% have an independent job.

Figure 4

Educational level



In the results obtained, 4.1% correspond to the participants who are in primary school, 12.32% are in high school, 28.76% correspond to high school, 49.31% correspond to the largest representation of participants who are in college and 5.47% corresponds to postgraduate.

Figure 5

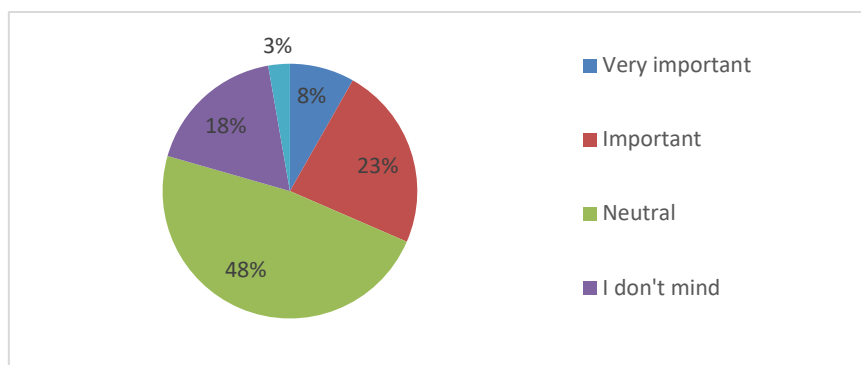
Place of residence in Mexico or abroad

Municipality, State	Number of participants
Teziutlan, Puebla	30
Puebla, Puebla	3
Jalacingo, Veracruz	2
Durango, Durango	5
Altotonga, Veracruz	3
Chinautla, Puebla	2
Zacapoxtla, Puebla	2
Tlaxcala, Tlaxcala	1
Xiutetelco, Puebla	3
Zaragoza, Puebla	1

Chiautzingo, Puebla	7
Atempán, Puebla	2
Yaonahuac, Puebla	1
Virginia, USA	1
Veracruz, Veracruz	1
Huehuetla, Puebla	1
Acateno, Puebla	1
Tijuana, BC	1
Huejotzingo, Puebla	1
El Monte, Los Angeles, CA, USA	1
Cozumel, Quintana Roo	1
San Martin Texmelucan, Puebla	1
Quito, Ecuador	1
Saltillo Coahuila	1

Figure 6

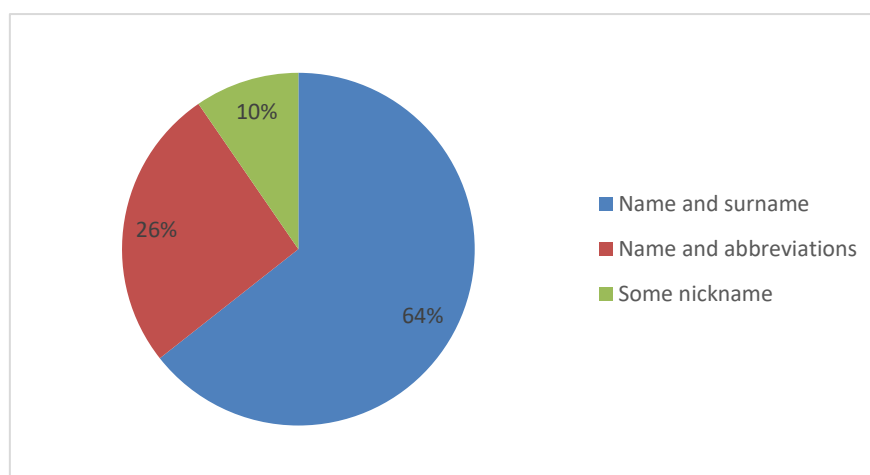
How much do you care about your Facebook profile?



The results obtained on the importance of the facebook profile, n=6 mention that for them it is very important corresponds to 8%, n=17 consider important what represents 23%, n=35 is the representative value of the participants who consider The Facebook profile is neutral, with 48% being the highest percentage. Also, n=13 of the participants mention that they do not care, which is equivalent to 38%, and n=2 of the participants do not have a Facebook profile, which represents 3%.

Figure 7

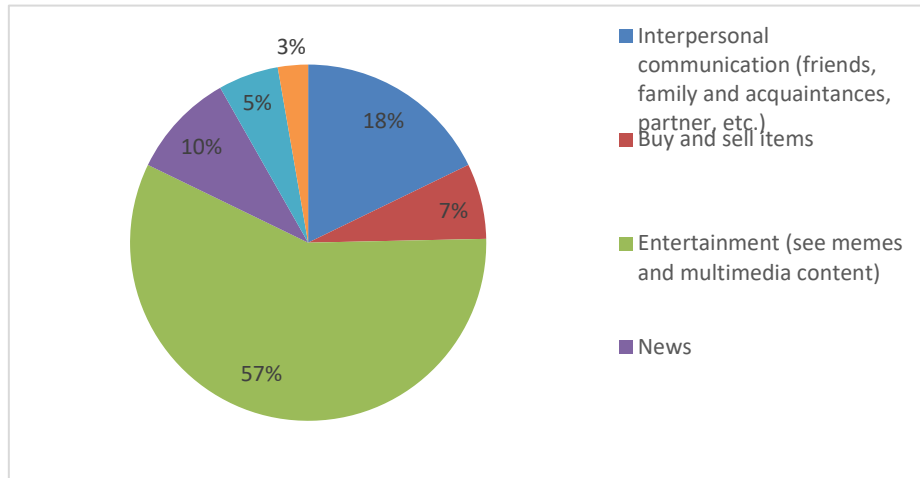
For the Facebook username you use



In this question, according to the answers provided by the participants, n= 47, representing 64%, mention that they use their first and last name for their Facebook user, n= 19 use name and abbreviation equals 26%, and n=7 use Some nickname for your user that represents 10%.

Figure 8

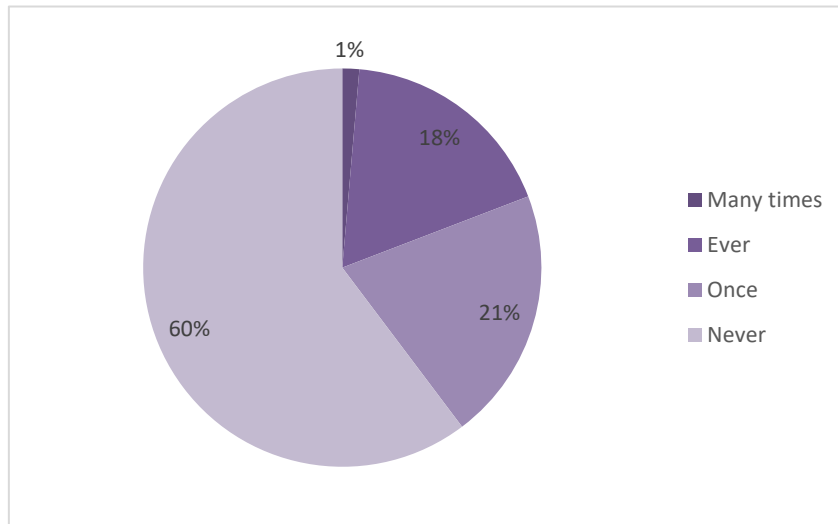
What do you mostly use Facebook for?



The graph represents the consideration of the participants about the utility of facebook where n=13 use it for interpersonal communication (friends, family, acquaintances, partner, etc.) which is equivalent to 18%, n=5 make purchases and sales of items that it represents 7%, n=42 is the largest representation, with 57% of the participants mentioning that they use Facebook for entertainment (see memes and multimedia content), n=7 corresponds to 10% of people who use it to see news and n =2 the number of people who do not have a facebook profile, being 3% of the survey.

Figure 9

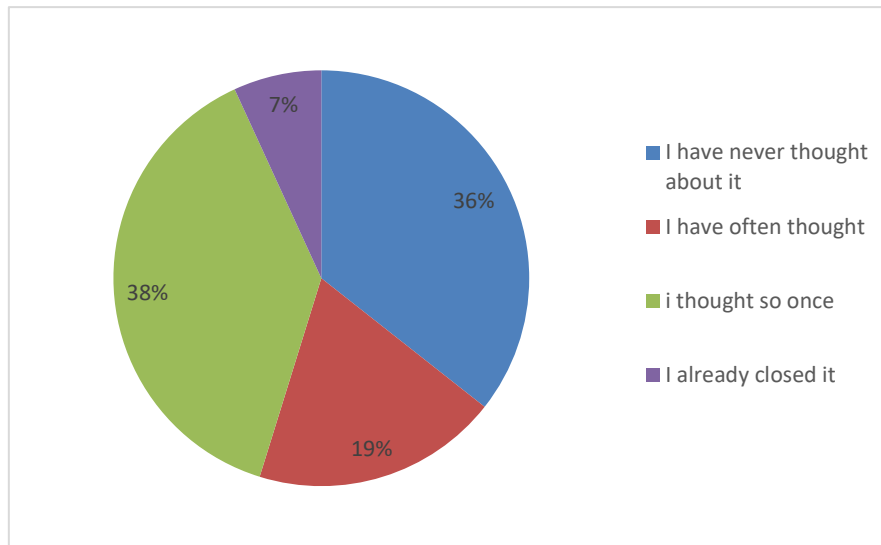
Have they uploaded a photo of you without your consent?



In this graph, it represents the results of the participants, before the question posed, where the results are the following: n= 1 corresponds to 1% of the people many times, n=13 represents 18% mention that they have uploaded a photo at some time theirs without their consent, n=15 corresponds to 21% once and n=44 corresponds to 60% of the participants who mention that they have never uploaded a photo without their consent.

Figure 10

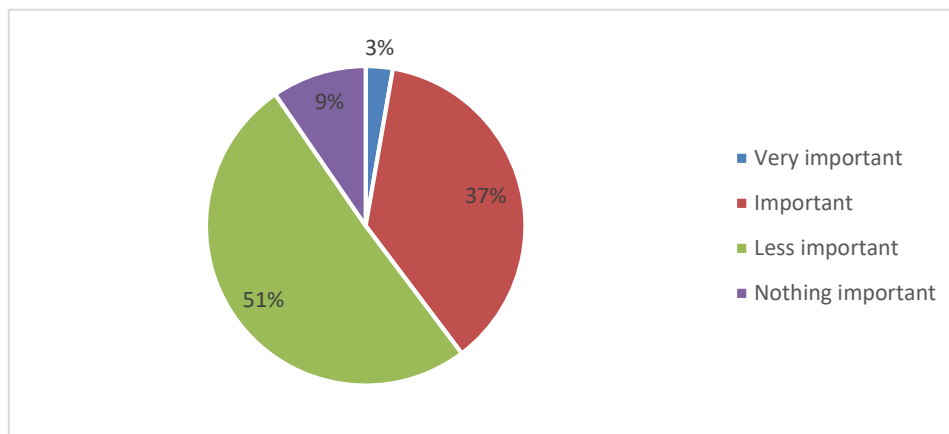
Have you ever thought of closing your Facebook account?



According to the data obtained, n=26 have never thought about closing their Facebook account, which represents 36%, n=14 have frequently thought about it, corresponding to 19%, n=28 is the highest number of participants who mention that once they have thought about it and it is equivalent to 38% and n=5 of the participants have already closed their Facebook account it represents 7%.

Figure 11

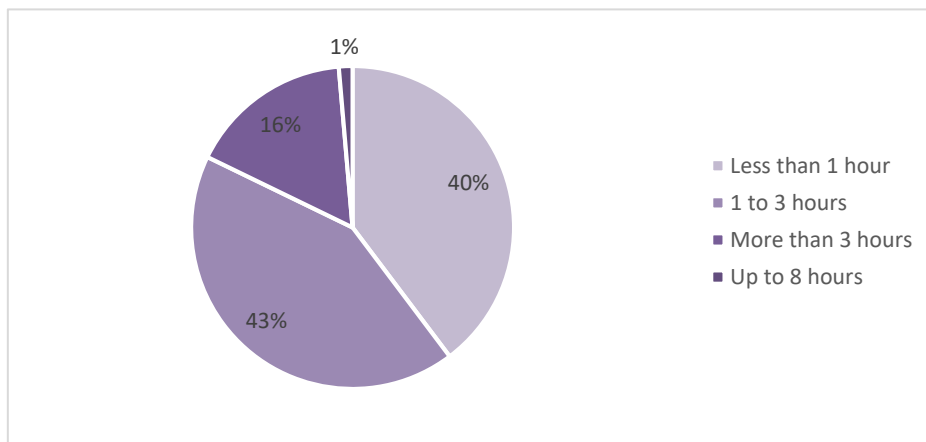
What do you consider the use of Facebook important in the academic and educational field?



According to the data obtained, the participants mentioned the importance of using Facebook in the academic field. n=2 of the participants mention that it is very important, equivalent to 3%, n=27 consider it very important with a percentage of 37%, n=37 consider it not very important, the highest data being representative with 51% and n=7 consider nothing important the use of Facebook with a percentage of 9%.

Figure 12

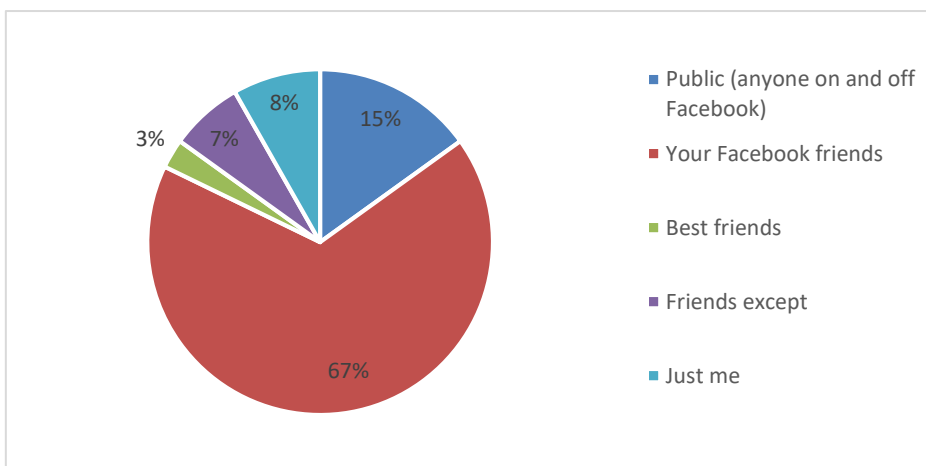
How much time do you dedicate to this social network per day?



In this question, the participants mentioned the use of time they dedicate to Facebook per day. n=29 mention that they dedicate less than 1 hour a day with a percentage of 40%, n=31 dedicate from 1 to 3 hours, being the data with the highest representative percentage of 43%, n=12 mention that they dedicate more than 3 hours a day with a percentage of 16% and n=1.

Figure 13

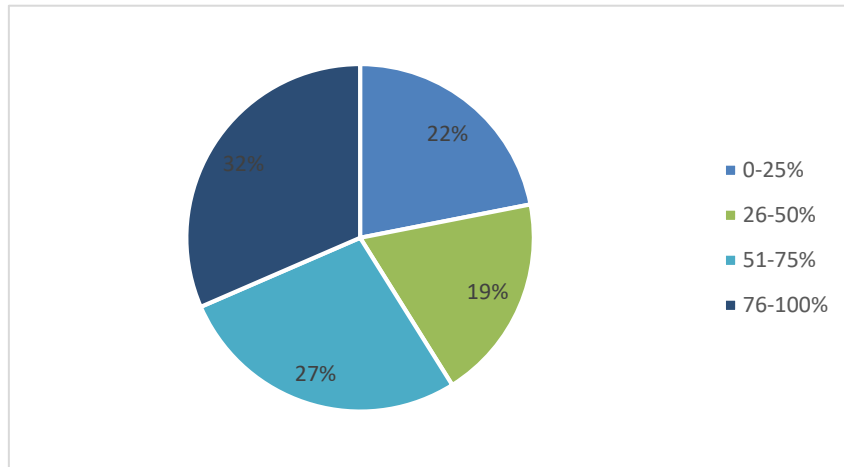
What level of privacy do you mostly use in your posts?



The privacy levels used mostly by the participants in their publications, the data obtained are the following: n=2 equals 3% mention that the publications are only for best friends, n=5 with 7% of the participants mentioning that the publications only include friends except, n=6 with 8% refer that their publications are only for they "just me", n=11 with 15% of the participants their publications are public where any user inside and outside Facebook can view their content and n=49 represents 67% of the total participants that their publications are only for their Facebook friends.

Figure 14

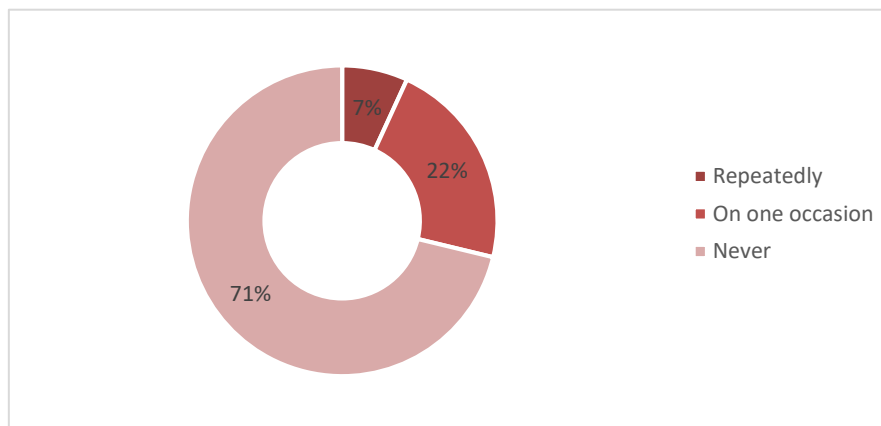
What percentage of your friends do you know personally?



According to the data obtained, the participants n=16 with 22% of the total number of participants mention that they only know 0-25% of their friends on Facebook. n=14 with 19% of the total participants only know 26-50%, n=20 with 27% of the total participants mention that they only know their Facebook friends from 51-75% and n=23 with 32% being the highest data, representative of the number of participants who mention that they know their Facebook friends personally from 76-100%.

Figure 15

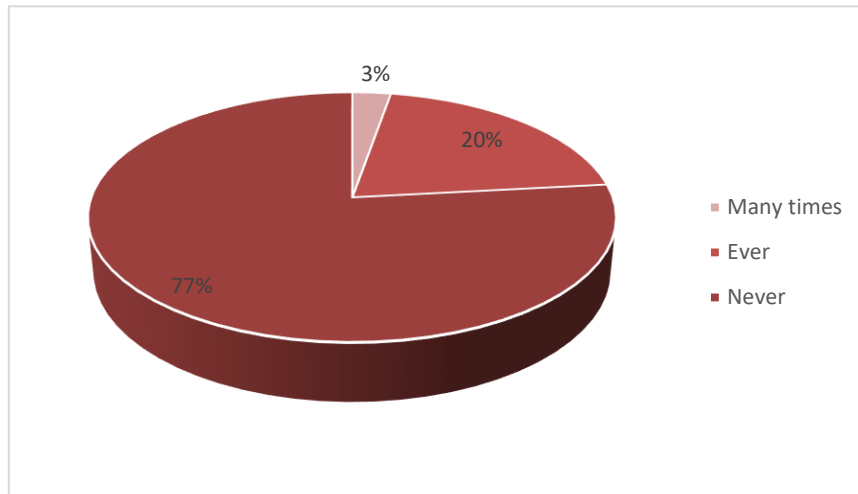
Have you ever had your account hacked?



The data obtained on the question has your account ever been hacked, the participants mention: n=5 with 7% mention that their Facebook account has been hacked several times, n=16 with 22% mention that they have been hacked on one occasion and n=52 with 71% have never had their account hacked.

Figure 16

Have you been the victim of harassment, cyberbullying, threats or any other experience that you feel violates your integrity?

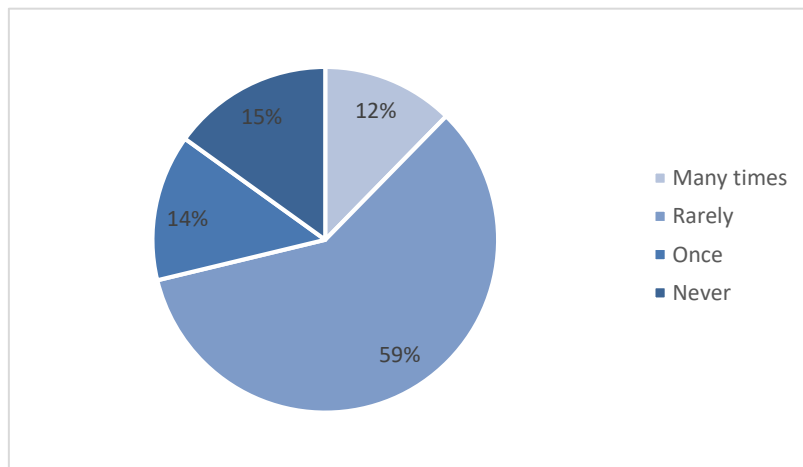


According to the question posed, have you been a victim of harassment, cyberbullying, threats or another experience that you feel violates your integrity, the participants mentioned n=15 with 20% of the total participants mention that they have ever been a victim and have had an experience that violated their integrity.

n=2 with 3% of the participants, have often been victims of harassment, cyberbullying and have had experiences that violate their integrity and n=56 with 77% of the participants have never been a victim of harassment, cyberbullying on Facebook.

Figure 17

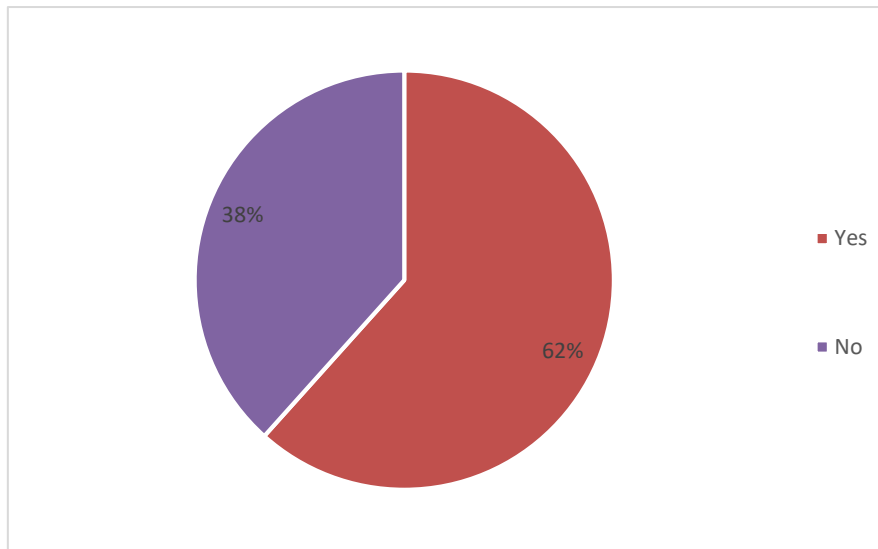
How often do you see content that you consider inappropriate?



Given the established question about, how often does content that you consider inappropriate appear to you? n=9 represents 12%, they mention that many times, n=10 with 14% once, n=11 with 15% never and n=43 being the highest data with a percentage of 59% who consider that content rarely appears to them that they consider inappropriate.

Figure 18

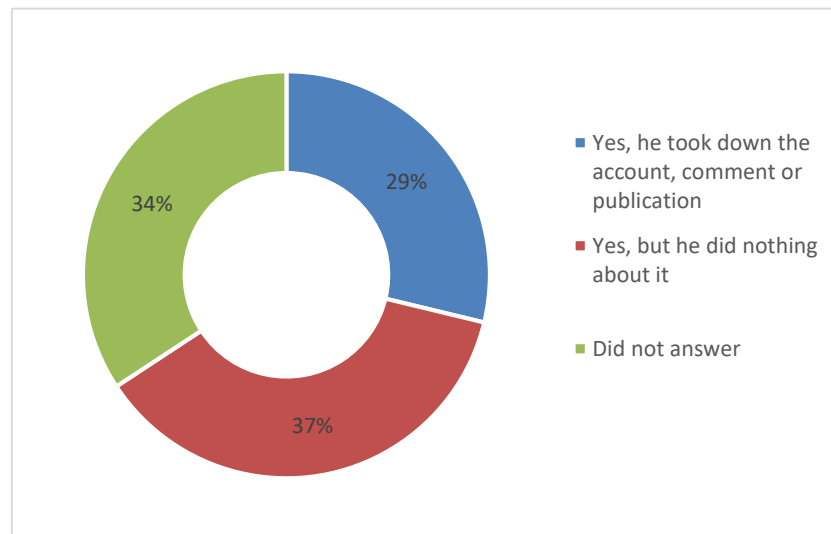
Have you tried reporting an account?



Have you tried reporting an account? The results obtained were the following: n=28 is equivalent to 38% of the participants who have not reported an account and n=45 represents 62%, being the data with the greatest increase in participants who have reported an account on Facebook. .

Figure 18

When reporting an account, post, or comment, did Facebook respond immediately?

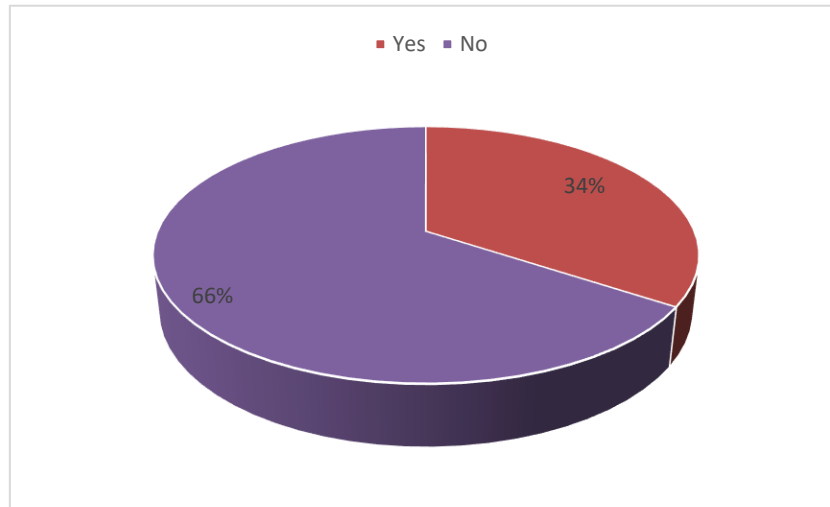


When reported an account, post, or comment, did Facebook respond immediately? The data obtained by the participants were the following:

n=27 with 37% of the participants mention that they did, but did nothing about it, n=21 corresponds to 29%, if under the account, comment or publication and n=25 represents 37% of the graph.

Figure 19

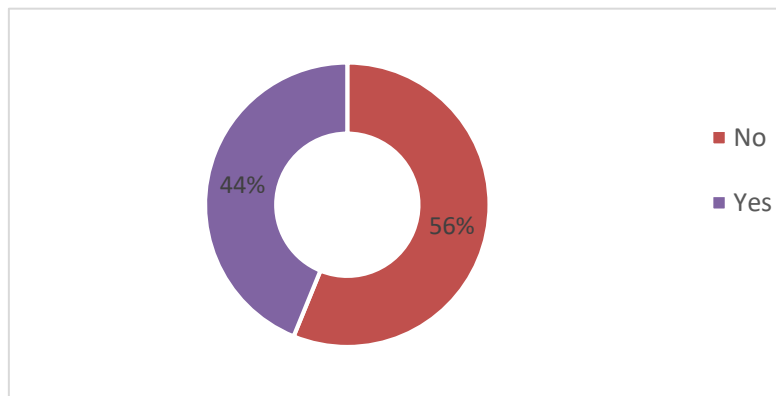
Have they tried to influence your political preferences through Facebook?



According to the data provided, n=25 is equivalent to 34% of the participants who mention that they have tried to influence their political preferences through Facebook and n=48 represents 66% of the participants who mention that they have not.

Figure 20

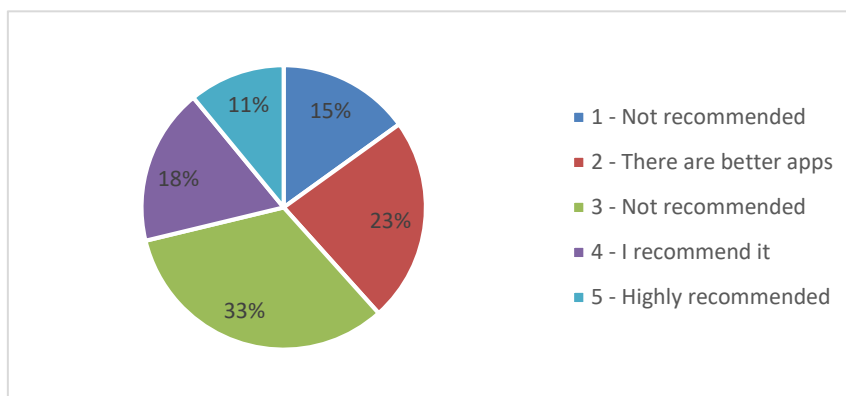
Do you know the privacy policies of Facebook?



According to the information obtained from the question posed, n=41 represents 56% of the participants who mentioned that they do not know Facebook's privacy policies and n=32 corresponds to 44% of the total number of participants who do know Facebook's privacy policies. Facebook privacy.

Figure 21

How likely are you to recommend the use of Facebook to others?



According to the data obtained, the participants mention how likely it is that they recommend the use of Facebook to another:

n=8 represents 11% of the participants mentioning highly recommended, n=11 with 15% not recommendable at all, n=13 with 18% recommending it, n=17 with 23% mentioning that there are better apps and n=24 with the 33% of the graph corresponds to the use of Facebook not recommended.

5. Discussion

The purpose of this research was to verify the impact that this social network has on daily life, if it has an influence on young people and if it is helpful to express what they feel or what they think. Likewise, to be able to see if this medium is also compatible for other ages and to analyze if the use of this social network is appropriate for entertainment or communication and to understand whether the impact of Facebook is good or really bad according to the main objective. of this network.

The study shows us that the most active users on Facebook are people between the ages of 18 and 25, but we also found that people between the ages of 40 and 60 are frequently using this social network, when one might think that the activity would only be from very young people. , which can be interpreted as a very practical and easy-to-use social network for people with a different lifestyle to get involved in this dynamic.

Another trait to evaluate was connectivity and communication since social networks provide the opportunity to connect with people from all over the world, which can foster relationships, share ideas and promote understanding between different cultures and perspectives, the results were evident since In our sample we found people from 24 different places and, indeed, most of them think that Facebook is a good alternative to connect with people from all over the world.

One area in which there is mistrust is access to information and true knowledge, since social networks have facilitated access to information and news in real time but sometimes it is false. Therefore, there are challenges related to the veracity and quality of the information shared on these platforms, since the results show that 10% of the people surveyed give some nickname, this reflects that there is a possibility that they are people who use the network to misinform and by not knowing who they are, the veracity of the information that is being shared by them cannot be guaranteed.

The results obtained in the field of professional and educational opportunities were unexpected since social networks can be used as tools to establish professional contacts, promote skills and search for job opportunities. In addition, since it offers educational and training content, 37% of the people surveyed consider that the use of Facebook in this area is "important", which gives us to understand that the majority of people who are active in it care professional and educational opportunities.

Impact on mental health

Excessive use of social media can have negative effects on mental health, including social comparison, addiction, anxiety, and depression. There is also concern about cyberbullying and online privacy, the study shows us that 43% of the sample spends 1 to 3 hours a day on this social network when doctors consider that the healthiest would be 30 minutes or less than 2 hours implying that Facebook is becoming more and more addictive.

Harassment also occurs in this social network, since 20% of the sample has been a victim. It can be seen that although Facebook has made significant efforts, there is not enough attention to these kinds of events.

The use for entertainment purposes is what stands out among users, since 57% of the sample agree that they mostly use Facebook to view memes or multimedia content when it might be believed that communication would be more valued among users.

Thanks to the results, it is necessary to understand that social networks cannot be classified strictly as "good" or "bad", since their impact depends on the use that is given to them and how they affect each individual and society in general.

It is essential to take a balanced and conscious approach when using social networks, setting healthy limits, protecting privacy and critically evaluating the information that is consumed. Digital education and the responsible use of social networks are key aspects to maximize the benefits and minimize the possible negative impacts.

6. Conclusion

Research has allowed us to understand the important role that social networks play in people's lives. At first, we were very concerned about security issues, potential risks, and Facebook's influence on our community. However, our findings have revealed a more balanced perspective. Although it is crucial to recognize that there are cases where people misuse this platform, these cases are relatively rare. Facebook was originally created to improve communication and facilitate the sharing of information, which it does quite effectively. Importantly, people who use Facebook should be aware of its addictive potential due to excessive use, which can lead to social isolation and negatively influence mental well-being. Besides, it is essential to be careful with misinformation on various topics. If we are aware of these aspects, we can maximize the benefits derived from the use of Facebook.

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